

Promotion

How will your business determine which promotions to use for your new product/service for Skyzone? Write a brief response in answering the following questions.

1.) Target Market

- How many potential customers are you trying to reach?
- How did you determine the figure?
- Where are they located?
- Where and how do they receive information? Provide at least 3 Specific Examples.

2.) What is the Message you are trying to send? Describe it.

- Does everyone need the same information? Explain.
- Is it simple or complex? Explain.
- Does it need repeating or is it a one time thing? Explain.

3.) What is your Promotional Budget?

Is it unlimited or restricted, and explain why you think so?

4.) Explain what promotional tool you will use to get your message to the customer and explain why it is the best fit.

- Reference your answers to the previous questions.